

REMARKS

Applicants thank the Examiner for the thorough consideration given the present application. Claims 1-4 and 6-15 are currently being prosecuted. The Examiner is respectfully requested to reconsider her rejections in view of the amendments and remarks as set forth below.

Entry of Amendment

Applicants submit that entry of the present Amendment and full consideration thereof is appropriate since the present Amendment is being filed with a Request for Continued Examination. Further, Applicants have requested entry of the Amendment of July 2, 2007 as well.

Rejection under 35 U.S.C. § 103

Claims 1-4 and 6-15 stand rejected under 35 U.S.C. § 103 as being obvious over McGuinness (U.S. Patent 6,104,416A) in view of Vinekar (U.S. Patent 5,581,310A). This rejection is respectfully traversed.

In the Advisory action dated July 20, 2007, the Examiner further clarifies the language that was suggested to help overcome the previously cited prior art. The Examiner points out that the previous language does not define the pages only having memory cells within the same row. Applicants submit that the present language is closer to the language suggested by the Examiner. In particular, claims 1, 10, and 13 now utilize the language “with only has a row with a plurality of memory cells”. Applicants submit that the present language is now similar to the language suggested by the Examiner in the previous telephone interview. In view of the Examiner’s previous comments in the telephone interview and the Advisory action, Applicants submit that the present language of independent claims 1, 10, and 13 overcomes the rejection.

Furthermore, the Examiner points out that McGuinness shows a method of storing an array of digital data into a memory including the steps of dividing the array of into a plurality of

block units, each having a plurality of odd rows and a plurality of even rows, each of the rows having at least one byte while putting 16 pixels into each row, storing subsequent odd rows of at least one of the block units into consecutive storage locations in the first memory section and storing subsequent even rows in consecutive storage locations in the second memory section.

The Examiner admits that McGuinness does not specifically teach that each memory page has a first memory section and a second memory section. The Examiner relies on Vinekar to teach that the memory page has a first memory section and a second memory section. These sections are labeled odd buffer page 0 and even buffer page 0 which means that these sections are on the same page. Therefore Vinekar discloses that each memory page has two memory sections.

However, Applicants submit that neither McGuinness nor Vinekar teach that at least one memory page only has a row with a plurality of memory cells having a first memory section and a second memory section. Since the limitation is in each of independent claims 1, 10, and 13 Applicants submit that these claims are allowable over the cited art.

Furthermore, claims 2-4, 6-9, 11-12, and 14-15 depend from the independent claims and as such are also considered to be allowable. Accordingly, all of the claims are considered allowable at this time.

Conclusion

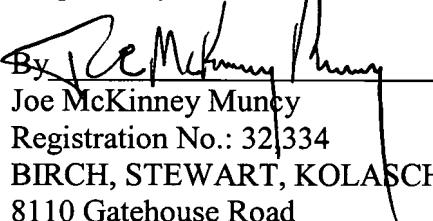
In view of the above remarks, it is believed that the claims clearly distinguish over the patents relied on by the Examiner, either alone or in combination. In view of this, reconsideration of the rejections and allowance of all of the claims are respectfully requested.

Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact Robert F. Gnuse Reg. No. 27,295 at the telephone number of the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37.C.F.R. §§1.16 or 1.14; particularly, extension of time fees.

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Respectfully submitted,

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